

# *Flathead Job Service Presents*

*March 2014*



## **BROWN BAG SERIES: BLUEPRINT FOR BUSINESS SUCCESS**

**Dave Harvey**  
**President Crown Enterprises, Inc**

### **Sportsman & Ski Haus**

## **Meeting the Challenge of Change Head-On**

The Sportsman & Ski Haus was born in Kalispell near the corner of Main and Idaho 41 years ago. The store quickly became an institution to skiing and hunting enthusiasts for hundreds of miles around the Flathead with strong brand recognition throughout Canada while expanding to Idaho and Washington.

What allows a local business to survive 4 decades of industry challenges, economic swings, on-line and box store competition? Dave will share how he and his partners (his employees), have responded with solid business planning, expanding as a regional merchandiser, customizing services, and allowing employees to share ownership and success of the business.

#### **MEETING THE CHALLENGE – HEAD ON**

Please join Flathead Job Service and Sportsman & Ski Haus President Dave Harvey as Dave discusses the Sportsman's plans to not only compete in their market, but expand operations in Kalispell and Whitefish. How will Sportsman deliver unique products and services not available elsewhere? How will they approach marketing, advertising, and customer service? And, equally important, how do they engage and retain their most valuable asset, employees.

**Wednesday March 12, 2014**

**12:00 – 1:00 @ FVCC**

**(Arts and Technology Building Rm 139)**

**No Charge – Please bring a friend**

**RSVP**

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